

SN 10/612,283  
Amendment Dated 9/21/2007  
Reply to OA mailed 9/12/2007

Atty Docket # J103UB02US00

## IN THE ABSTRACT

There is provided herein methods and systems for fulfilling customer orders by mail in a timely and cost-effective manner. Items to be included in the order are custom-selected based on characteristics such as weight and/or size to minimize postage cost. Customer orders too large to take advantage of discounted postal rates are parsed into multiple mailings, each mailing taking advantage of reduced postal rates, the multiple mailings together fulfilling the customer order. Customer order data processing may be remotely handled at any convenient location. Custom item selection and packaging is handled in a fast, highly-automated manner by a computer-controlled, assembly-line machine. The customer is automatically notified on each mailing if the order has been packaged and mailed in multiple mailings.

~~Customer order data processing may be remotely handled at any convenient location. Custom item selection and packaging is handled in a fast, highly-automated manner by a computer-controlled, assembly-line machine. The customer is automatically notified on each mailing if the order has been packaged and mailed in multiple mailings.~~